

By the numbers: consumers & trust



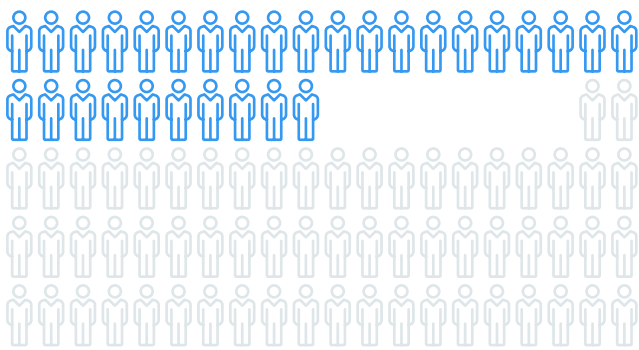
90%
of business executives
are confident customers
and consumers trust
their organizations.¹



30%
of customers and consumers
report that they trust the
organizations they do
business with.¹

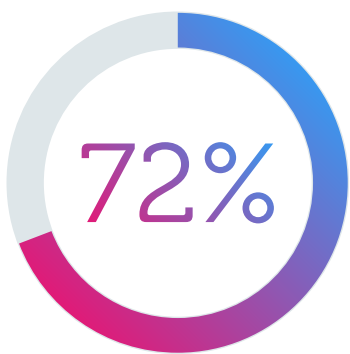


of business executives
recognize consumer trust as
vital in the digital landscape.²



38% of US adults sometimes
read privacy policies.³

Only 8% understand
their contents.³



of people emphasize that knowing
a company's AI policy is important
before making a purchase.⁴

34% of consumers are **satisfied
with organizations' transparency
about data usage**, a significant
decline since 2021.⁵

2023
34%



2021
48%

Bridge the consumer trust gap.

Find out how a trust center can help your organization build trust:
download the ebook at TrustArc.com/TCebook.

¹ PWC <https://www.pwc.com/us/en/library/trust-in-business-survey.html>

² PWC <https://www.pwc.com/us/en/services/consulting/library/consumer-intelligence-series/trust-new-business-currency.html>

³ Pew Research <https://www.pewresearch.org/internet/2019/11/15/americans-and-privacy-concerned-confused-and-feeling-lack-of-control-over-their-personal-information/>

⁴ McKinsey <https://www.mckinsey.com/capabilities/quantumblack/our-insights/why-digital-trust-truly-matters>

⁵ Deloitte <https://www2.deloitte.com/us/en/insights/industry/telecommunications/connectivity-mobile-trends-survey.html#more-insights>